# Sansiri Partners with WINDSOR to Launch Thailand’s First Low-Carbon Vinyl Door and Window Innovation for Comfortable and Sustainable Living

# Sansiri Public Company Limited, Thailand’s leading real estate developer, has partnered with WINDSOR, a market leader in vinyl doors and windows under SCG Chemicals, or SCGC, to introduce Thailand's first low-carbon vinyl door and window innovation across more than 20 Sansiri residential projects nationwide. This initiative reaffirms a concrete commitment to a low-carbon society, marking a significant turning point toward environmental sustainability. Additionally, this innovation enhances comfortable living by delivering solutions that meet demands for function, design, and environmental friendliness. The "Ultimate Protection" feature from WINDSOR helps protect homes and residents from disturbances such as dust, heat, and noise, catering to the modern Thai lifestyle.

**Prasert Trakranvachirahut, Executive Vice President of Sansiri Public Company Limited,** said, "Sansiri has partnered with WINDSOR, the market leader in vinyl doors and windows under SCG Chemicals, or SCGC, which is one of our key green partners helping to elevate our projects. Sansiri has installed these innovative low-carbon vinyl doors and windows in over 20 of our residential projects across the country. Recently, they have been integrated in the Narinsiri Krungthep Kreetha and Narinsiri Rama 9 - Krungthep Kreetha projects, where we have utilized the 'Signature' and 'RIGHT' models in Brilliant Black, reflecting the elegance of the Georgian Revival style. With the 'Ultimate Protection' feature from WINDSOR, homes remain cool and comfortable, which reduces electricity consumption. These products are also environmentally friendly by lowering carbon dioxide emissions throughout the production process through to installation and by reducing construction waste. This marks another significant step for Sansiri, as a leader in Thai real estate, in our mission to create residential innovations that answer the call for both modern design and sustainable living.”

“Sansiri has integrated sustainability into the core of its business strategy and operations, demonstrating a commitment to care for and promote mutual growth for all stakeholders. The company is the first real estate developer in Thailand to set a target of achieving net-zero greenhouse gas emissions by 2050. This can be achieved through our comprehensive ‘3 Green Framework’ strategy, comprising **‘Green Procurement’**, which emphasizes the recycling of materials and the selection of environmentally friendly, low-carbon options; **‘Green Architecture and Design’**, which focuses on residential designs that promote sustainable living, foster a healthier environment for residents, and strengthen their connection to nature; and **‘Green Construction’**, which emphasizes development methods that minimize environmental impact through the use of technology and innovation. These innovations significantly shorten construction timelines, reduce construction waste, mitigate dust pollution, and substantially lower greenhouse gas emissions at construction sites,” Prasert added.

Regarding the WINDSOR brand, **Apichart Pornvoranant, Sales Division Manager at Nawaplastic Industries Co., Ltd., a subsidiary of SCG Chemicals, or SCGC**, said, “WINDSOR is committed to promoting sustainability in residential projects, catering to environmentally conscious homeowners by developing eco-friendly vinyl door and window materials under our vision, ‘WINDSOR for Sustainability.’ The company is the first in Thailand to receive certification for both the Carbon Footprint of Product (CFP) and Carbon Footprint Reduction (CFR) labels for its vinyl door and window product lines, alongside the SCG Green Choice certification. Additionally, WINDSOR’s vinyl doors and windows utilize an exclusive ‘Pre-cut’ manufacturing process that is unique to the brand, ensuring zero waste during assembly and significantly reducing carbon dioxide (CO₂) emissions due to lower energy consumption. Every household that installs WINDSOR’s vinyl doors and windows can reduce emissions by more than 39 kilograms of carbon dioxide (kgCO₂eq), which is equivalent to planting approximately five trees.\* Collectively, across more than 20 Sansiri residential projects nationwide, the total area of WINDSOR door and window installations contributes to a cumulative reduction of approximately 36,300 kilograms of carbon dioxide (kgCO₂eq), or more than 4,220 trees planted\*.”

“In addition to being environmentally friendly, WINDSOR's products feature **‘Ultimate Protection’**, developed to protect homes and residents from external disturbances, meeting the demands of modern living in both function and design. These products make homes **‘quieter’**, providing 40% more noise reduction compared to standard aluminum windows (reducing outside noise by up to 32 decibels). They also make homes **‘cooler’**, thanks to superior heat insulation, significantly saving up to THB 9,144 per year in electricity costs.\*\* Furthermore, WINDSOR’s vinyl doors and windows keep homes **‘cleaner’**, offering triple the protection against external pollutants, including PM2.5 particles. Lastly, they provide **‘greater confidence’**, featuring a robust structure that resists water and air leakage while effectively withstanding strong winds. These characteristics ensure a comfortable and safe living environment suitable for both residential and high-rise buildings,” concluded Apichart.

Note: *The trees referred to in this context are teak trees, capable of absorbing approximately 8.6 kgCO₂ each, according to the Thailand Greenhouse Gas Management Organization (Public Organization) (TGO). The reduction in carbon emissions is achieved specifically through WINDSOR’s unique door and window assembly technology.*

*\*\*Electricity savings are calculated based on a single-family home with a usable area of 150 square meters, referencing electricity rates and external temperatures as of April 2024.*

***About Sansiri***

Sansiri Public Company Limited is the first real estate company in Thailand to set a target of achieving net-zero greenhouse gas emissions by 2050. It has been ranked No. 1 among leading real estate companies to live with in Thailand by Fortune Southeast Asia500. The company continues to drive its green mission by integrating sustainability into every part of its operations—across Design, Service, Quality, and Sustainability. Recently, Sansiri has developed its Sustainable Home – Prototype1, a future-forward model of sustainability. The first pilot is being launched at the Setthasiri Ratchaphruek Phase *1* project—Thailand’s first flagship sustainable home designed to enhance quality of life. This home can reduce greenhouse gas emissions by up to 35% equivalent to 135,000 kilograms of carbon dioxide (comparable to planting over 14,300 trees for each house).

For more information, please visit: <https://www.sansiri.com> or call 1685

# *About WINDSOR*

# WINDSOR is a vinyl door and window brand under SCG Chemicals (SCGC), specifically designed to enhance the lifestyle of Thai people. WINDSOR utilizes specially formulated vinyl materials engineered to withstand diverse environmental conditions, coupled with frame designs that are compatible with all architectural styles. The brand also offers the distinctive "Ultimate Protection" features, which protect homes and occupants from disturbances, ensuring that residences are peaceful and safe from pollution and leakage, while sustainably reducing heat-related issues.

# For more information, please visit: <https://windsor.co.th>